

# Electrolux consumables & accessories

## Antivibration Pads

Cushioning feet, to absorb vibrations and keep an appliance firmly placed on the floor

- Protects against movement causing floor scratches
- For washing machines, dryers and other appliances



## Washing Bags

Even on the gentlest programme, delicates can suffer wear and tear when they rub against other laundry. This bag protects them, without reducing the effectiveness of the wash.

- EXTRA LARGE - 40cm x 60cm
- Additional FREE bag included - 30 x 40cm. Ideal for lingerie and small items



## Pedestal with Drawer

With less bending, our pedestal makes it easier to load and unload the washing.

- For use with any washing machine or dryer



## Washing Machine & Dishwasher Descaler

Long lasting solution for removing limescale from washing machines and dishwashers.

- Optimal performance
- Better energy efficiency



For more information and to buy visit [www.electrolux.com/shop](http://www.electrolux.com/shop)

This guide covers all the key areas above in more detail to help you get the best out of your laundry. You can also find more information online, visit [www.ariel.co.uk](http://www.ariel.co.uk)

For more information about Electrolux products visit [www.electrolux.co.uk](http://www.electrolux.co.uk)

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# Intelligent laundry solutions to care for your clothes day after day



Thinking of you  
**Electrolux**

# Congratulations

on the purchase of your new  
Electrolux Laundry appliance

**In every wardrobe there are special pieces of our favourite clothes we care about.**

This is why Electrolux washing machines and washer dryers are designed not only to keep your fabric safe but most important to take extra care of each favourite piece.

With features such as steam, woolmark programs, time manager, Electrolux keeps the beauty of your delicates, your coloured clothes bright/vibrant and clean and make laundry time a breeze.

But of course to reach this extra level of care and feel the difference you also need to use the perfect detergent.



**We invite you to try Ariel 3in1 PODS, the first ever Ariel 3 compartment detergent.**

Ariel 3in1 PODS have a special multicompartment design that keeps ingredients stable and separate until they reach the wash, providing a super concentrated cleaning powder.

The innovative film dissolves completely in contact with water to release powerful technologies to tackle a broad stain range providing you with the best liquid detergent from Ariel.

Ariel 3in1 PODS cleans, lifts off stains and brightens your clothes giving you impeccable laundry results.

This Laundry Booklet is designed to help you get the very best from your new Electrolux washing machine or washer dryer, taking you through each step of the washing process and providing useful tips to get the most out of your machine and your detergent.

As with all household products, keep all detergents out of reach and away from children.

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Your new Electrolux machine probably has a larger drum than you had before... which means you'll probably be doing larger loads than you did before.

**LARGER DRUM = LARGER LOAD = MORE DIRT = MORE DETERGENT**

Ensure you dose correctly, see pages 10 to 12 for more details

# A-Z stain removal tips

**There may be a few stains that are not removed completely with normal washing. For these, please refer to the stain removal guide below.**

Always check the fabric care label to ensure the suitability of the garment before using any of the treatments.

Common Stains	Tip
Baby food	Soak in warm water containing Ariel (ideally green box powder) for at least 2 hours, then wash as instructed on the fabric care label.
Ball point, felt tip pens	Soak overnight in cold water containing Ariel Liquid, then wash according to the fabric care label. For older stains, dab with nail varnish remover (not suitable for synthetic fabrics) then wash as normal.
Beetroot, blackcurrant, coffee, fruit, tea, wine	Soak for 1 hour in cold water, and then wash in Ariel (ideally green box powder). Do not use a colour or liquid detergent.
Blood	If the stain is fresh, rinse immediately with cold water and wash in Ariel (ideally green box powder) according to the fabric care label.
Butter, cooking oil, grease, lipstick, margarine, mascara, shoe polish, sunscreen	Pre-treat with Ariel Liquid and leave for 1 hour. Then wash at the hottest temperature allowed on the fabric care label.
Chocolate, chocolate pudding, cream, egg, ice cream, mayonnaise, milk, jam	Soak in warm water containing Ariel (ideally green box powder), or pre-treat with Ariel liquid, and then wash as normal according to the fabric care label.
Collars, cuffs, underwear stains	Pre-treat stains with Ariel liquid and leave for 1 hour. Then wash with Ariel (ideally green box powder) according to the fabric care label.
Curry	Soak in warm water containing Ariel green box powder solution or pre-treat with Ariel Liquid, then wash with Ariel (ideally green box powder) according to the fabric care label.
Grass, mud	In case of mud, dry and then scrape off as much as possible. Pre-treat the remainder with Ariel Liquid then wash as normal in Ariel (ideally green box powder) at the hottest temperature allowed by the fabric care label.
Mustard	Soak in warm water containing Ariel green box powder solution or pre-treat with Ariel Liquid, then wash with Ariel (ideally green box powder) according to the fabric care label.
Tomato ketchup, sauce	Soak for 1 hour in cold water and then wash as normal with Ariel (ideally green box powder) according to the fabric care label.
Urine	Soak in cold water, and then wash in Ariel (ideally green box powder) according to the fabric care label.
Vomit	Remove as much as possible under cold running water. Soak in water containing Ariel (ideally green box powder).

Less Common Stains	Hints and Tips
Adhesives, random stain	Use nail varnish remover (except on synthetic fabrics such as acetates). Then wash the garment according to the fabric care label.
Anti-perspirant, deodorant	Pre-treat the stain with Ariel Liquid then soak in warm water containing Ariel (ideally green box powder), then wash as instructed on the fabric care label.
Beer, lager	Pre-treat with Ariel Liquid then wash at the temperature stated on the fabric care label. For tough stains, dab with a solution of 1 part vinegar (acetic acid) to 4 parts water and then rinse thoroughly.
Candle wax	Peel off any surface wax then sandwich the fabric with blotting paper/kitchen towel. Use a warm iron to press down on the back of the fabric, then wash as normal according to the fabric care label.
Chewing gum	Harden the gum by putting the garment into a bag in the freezer, or by putting ice onto it. Break off as much gum as possible. Pre-treat with Ariel Liquid then wash as normal according to the fabric care label.
Iron mould, rust	This is difficult to remove from fine fabrics (e.g. wool, silk). For other fabrics sprinkle on salt and squeeze on lemon juice, then leave overnight before washing as normal. For heavier stains, use a rust remover then wash as normal according to the fabric care label.
Nail varnish	Use nail varnish remover/acetone (don't use on synthetic fabrics). Then wash the garment as instructed on the fabric care label.
Paint	To tackle water based latex, acrylic, emulsion and school paints, rinse stains while they're still wet using running water, then wash according to the fabric care label. To tackle oil based paint varnish, sponge with white spirit or proprietary paint brush cleaner before washing according to the fabric care label.
Petroleum jelly	Pre-treat with Ariel Liquid then wash as normal following the fabric care label. Stains that have set may require several treatments.
Tar and beach oil	Scrape off as much of the stain as possible. Soften the remainder with margarine or butter and wipe away with a clean rag. Treat any residual stain with a proprietary stain cleaner, and then wash according to the fabric care label.

## Expert tip

The maintenance of your washing machine is important: remember to clean the filter and the dispenser at least once a month.

## How clothes become dingy?

Dinginess is the overall greyish appearance that white fabrics sometimes develop over time and it is mainly caused by:

1. Re-deposited dirt and stains
2. Re-deposited body soils



# Using the right detergent

## Whites & lights



Keep Whites separate -  
don't mix with  
light coloureds



## Coloureds



Separate Lights and Darks -  
sometimes dyes  
can bleed



### Expert tips

Powder with bleach i.e. green Ariel is better  
for whites.

Liquids or liquitabs\* don't contain bleach, so they're  
better for coloureds than powder with bleach

As with all household products, keep all detergents out of reach and away from children.

# Choosing the right detergent

## Whites & lights



### Powders

- Contain bleach  
(except colour variants)
- Great for white loads
- Dose directly into the washing  
machine drawer

washed 10  
times in  
Ariel powder  
(green box)



washed 10  
times in a  
detergent  
without  
bleach



## Coloureds



### Gels, Liquids, Liquitabs\*

- Don't contain bleach
- Great for coloured loads

washed 10  
times in a  
detergent  
containing  
bleach



washed 10  
times in  
Ariel  
containing  
no bleach



As with all household products, keep all  
detergents out of reach and away from children.

\* not available in all countries



# Ariel 3in1 PODS\*



## The first ever 3 compartment detergent!

Ariel 3in1 PODS have a special multi-compartment design that keeps the ingredients stable and separate until they reach the wash, providing a super concentrated cleaning power.

The innovative film dissolves completely in contact with water to release powerful technologies to tackle a broad stain range providing you with the best liquid detergent from Ariel (with just the right amount of detergent).

- Cleans deep down
- Lifts stains
- Brightens your clothes in every load
- Resulting in impeccable laundry results



\* not available in all countries



As with all household products, keep all detergents out of reach and away from children.

# How to load the washing machine

For the best possible results there has to be enough water for the detergent to dissolve and enough space for your clothes to move around.



Too much laundry will soak up all of the water, resulting in less water to completely dissolve the detergent.

### REMEMBER:

To prevent this from happening, leave a gap about the width of your hand between the top of the drum and the laundry

When you load your Electrolux washing machine, remember to fill the drum to at least one third of its capacity. In fact, the efficiency of the spinning is directly linked to a correct load.

## Expert tips

Getting white marks or patches of discolouration on coloured garments?

Occasionally, overloading could cause permanent colour damage if using a detergent containing bleach.



White streaks of powder left behind on your clothes?

Due to undissolved powder caused by overloading your machine. This can be removed in a separate rinse cycle



# The perfect dose

## 1 How dirty are your clothes?

The more heavily soiled your clothes are, the more detergent you will need. The average wash contains 40g of dirt. Most of us think of dirt as the visible marks and stains on the outside of our clothes. But did you know this is only 30% of the actual dirt that a detergent has to remove? So where does the remaining 70% come from?

### External dirt (30%)

30% of the dirt on your clothes is usually more visible and comes from external sources



#### Accidental stains

e.g. tomato sauce, coffee, etc. Average 2g in a typical day



#### Applied products

e.g. lotions, creams, deodorants, etc. Average 2g in a typical day



#### From the Environment

e.g. dust, pollution, smoke, etc. Average 4g in a typical day



#### Professional Hobbies

e.g. oil, mud, grass, etc. Average 4g in a typical day

### BODY SOILS (70%)

70% of the dirt on your laundry comes from your body and is often invisible

#### Skin Grease (sebum)

Skin secretes a greasy layer which keeps skin soft and pliable, keeps out water and protects against infections. An average adult produces approximately 40g of this grease every day (and that's how we end up with collar and cuff stains!)

#### Sweat

An average adult sweats approximately 1 litre/day.  
Sweat contains 1% salt = 10g/day!

#### Skin

Your outer layer of skin (epidermis) will produce 1 billion skin flakes a day!  
On average you will shed 1-2g of dead skin cells a day

#### The 'unmentionables'


Post urine dribbles, faecal smears, menstrual stains.... lots can end up on your underwear!

## The key facts to consider are:


1. How dirty your clothes are.
2. How large is your drum/load? It is important to use the right amount of detergent to get the best possible washing results.
3. How hard is your water?

## 2 How large is your drum?


**LARGE DRUM = LARGE LOAD = MORE DIRT = MORE DETERGENT**



**1**  
Check the front of your Washing Machine

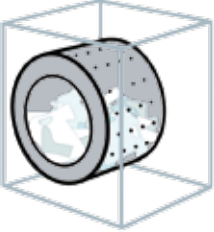


**2 OR**  
Check the energy efficiency label on your Washing Machine




**3 OR**  
Refer to your Washing Machine User Manual

4-6kg Drum

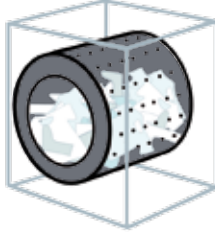


Standard Load




Standard detergent dose


7kg+ Drum



BIGGER LOAD



Standard detergent dose



Larger detergent dose













## 3 How hard is your water?

Hard water areas contain a higher mineral content and will need softening to ensure great cleaning results. That's why detergent manufacturers recommend dosing slightly more in hard water areas, to allow enough detergent to firstly break down the water hardness, and then clean your clothes.

Contact your local water provider for more details.

# Dosage Recommendations\*

for how much Ariel and Lenor to use

Regular powder	Liquid	Liquitabs	Lenor (FABRIC SOFTENER)
			
<b>SMALLER DRUM</b> (i.e. SLIM MACHINES) <b>4-6KG</b>  102ml	 75ml		 $\frac{2}{3}$ Full
<b>LARGE DRUM</b> <b>7-9KG</b>  137ml	 95ml		 Full

\*Normal soil, medium water hardness.



As with all household products, keep all detergents out of reach and away from children.

# Choosing the best wash cycle

**Different cycles allow you to balance cleaning performance and care for fabrics.**

Cycles differ both in terms of time and the amount of agitation. Therefore, it's important to fill the drum to the correct level for optimum results.

<div></div> <div>MORE AGITATION = BETTER CLEANING/ STAIN REMOVAL</div> <div>(e.g. cotton cycle)</div>		<div></div> <div>LESS AGITATION = BETTER FABRIC CARE</div> <div>(e.g. delicates cycle)</div>		
Cycle Setting & Wash Time	Level of Agitation/ Drum action*	Level of stain before washing	For best results fill the drum up to the correct level*	Typical results
<div><ul style="list-style-type: none"><li>• Cotton 40°C</li><li>• Synthetics 40°C</li><li>• Delicates 40°C</li><li>• Quick Wash</li></ul><div>2 HOURS</div></div>	<div></div>		<div><p>On the Cotton setting the drum can be full to the correct level with excellent results</p></div>	
<div><ul style="list-style-type: none"><li>• Cotton 40°C</li><li>• Synthetics 40°C</li><li>• Delicates 40°C</li><li>• Quick Wash</li></ul><div>1 HOUR 20 MINS</div></div>	<div></div>		<div><p>~50% Full</p><p>Full</p></div>	<div></div>
<div><ul style="list-style-type: none"><li>• Cotton 40°C</li><li>• Synthetics 40°C</li><li>• Delicates 40°C</li><li>• Quick Wash (or 30°C/30 minute cycles)</li></ul><div>30 MINUTES</div></div>	<div></div>		<div><p>~30% Full</p><p>Full</p></div>	<div></div>

\*This is a general overview - Individual washing machines may vary - consumers should check the manual for their specific machine.

# Quick wash

**At Electrolux, we like to take care of your clothes. Our laundry appliances are an ingenious blend of styling and technology, offering outstanding performance and extremely efficient washing.**

## Only have a spare 15 minutes to wash tonight's outfit?

Electrolux TimeManager® allows you to choose the wash time based on your needs, shorten the time if you are in a hurry or want to maximise economy or extend the time if you have a really dirty load.



## Remember:

The shorter the cycle the more important it is to use your recommended dose of good quality detergent. But if you have more heavy soiled loads, use a regular cycle.

# Low temperature washing

**By reducing your wash temperature you will use less energy, benefit the environment and save money.**

For loads which are lightly and normally soiled with no visible stains, you can confidently lower your temperature and get cleaning performance. Most modern detergents are now effective at low temperatures such as 30°C. Just by reducing the washing temperature from 40°C to 30°C up to 50% of the Energy is saved (depending on model) and with the new efficient Electrolux washing machines this can be done with the same good washing results.

## Selecting cold cycles

For most machines you will be able to select 'Cold Cycles' which allow you to wash your laundry at temperatures lower than 30°C.

A cold cycle can be identified either by the words 'Cold' or 'No Heat' or by one of the following symbols ❄️ / 🌊



**More advance washing machines are equipped with large displays that allow you to select numerous options, including temperature and spin speed.**



Once you have selected the cotton program, for instance, you can vary the temperature by simply pressing the button. You can also select a different spin speed, a different dirt level, a special night cycle or extra rinses.

## Expert tip

To compensate for washing at lower temperatures, try using a Cotton (with the highest agitation) or Synthetic cycle, if the garment care label allows.

Across a typical year, the average temperature of the water that goes into your washing machine is approximately 15°C. When you turn your washing machine to Cold / ❄️ / No heat / 🌊 this is the temperature your clothes will be washed at.



# Special care

**Electrolux special care solutions have been thought with you in mind, so that your clothes look and feel as good as new day after day.**

## Steam System

How refreshing! Using steam is now the quick answer to always looking your best. Steam is gentle, natural and ideal for even your most cherished garments. Look good in less time! Steam can quickly refresh your clothes; handy if you're in a hurry or are running low on shirts. In just thirty minutes your cloth will reappear as good as new. Look out for our SteamSystem™ You'll find this technology inside several of our Inspiration Range washing machines.



Steam smoothes out creases.



Steam refreshes your clothes without washing.

# Wool care

**Electrolux wool programmes have been developed to safely wash your favourite woollens.**

## Woolmark Accreditation

Have you ever not bought the item you really wanted because of the label? Now, even if it reads hand-wash only, you can pop it into Electrolux Inspiration range washing machine with a Woolmark Blue, Green or Gold Care certification. The wool cycle will safely wash your wool garments so you can forget having to worry about undue shrinkage or loss of shape, texture or colour.



Woolmark certificates means even your most delicates favorite pieces can be washed.



Woolmark certificates guarantee that your woollen items will be washed with the greatest of care. The gentlest treatment guaranteed.

## Did you know?

All Electrolux washing machines have a number of programmes for your delicates from Wool to pure hand wash programmes. If your machine has a Woolmark Gold or Blue Badge it is officially certified and approved for machine washing also hand wash only labeled woollens.

# Fabric softeners



## Can offer many benefits

Most people think fabric softeners are just there to make clothes feel soft and smell nice... but they do far more than this!



### Reduce wrinkling

By reducing inter fibre friction which results in smoother clothes.



### Make ironing easier

Make ironing easier – by lowering fabric surface friction the iron slides more easily over the clothes so less effort is needed!



### Helps to protect colours & keep them bright

Preventing the colour from fading in the next wash by (i) reducing abrasion on the fabric surface, hence less colour loss (ii) protecting the fibres and keep them smooth (no fuzzy effect).



### Reduce drying time

Reduce drying time by absorbing less water during the rinse which means clothes are less wet at the end of the cycle.



### Decrease static cling

Decrease static cling by (i) neutralising the charged particles in scratchy fabrics and (ii) significantly reducing friction between the fibres. Especially helpful with synthetic and permanent-press fabrics.

## Expert tips

**Never fill beyond the Maximum level - it will only cause problems!**

Filling beyond the Maximum level indicator in the dispenser compartment triggers immediate release of the fabric softener. This means that it will interfere with how well the detergent works and you won't get any of the conditioner benefits listed above!



### How fabric softener works...

Fabrics in a wash solution have a negative charge on the surface. Fabric softeners such as Lenor, contain positively charged surfactants (called cationic surfactants). During the final rinse stage, the fabric conditioner bonds to the fabric surface to provide an amazingly soft feel.

# Fabric softener range



## Lenor Pure Care

Intentionally designed to deliver a trusted and quality product that is mild and gentle next to your skin. You will experience a very comfortable feeling while wearing your clothes through the day so you can provide great care for your family and yourself.



## Lenor Classic

Products will enable your clothes to feel great and smell fresh according to your high quality standards. Those products deliver smartly and effortlessly a lovely finishing touch and scent to your laundry so you can be worry-free and feel good in your clothes.



## Energised and Sensual

Designed to deliver with high quality a unique multi sensorial experience that indulges your senses for a final perfect look and intense long lasting freshness. It is made with a range of products that deliver mood-enhancing scents for a pleasurable and positive experience. Lenor launches new editions in line with new trends of fashion and fragrances.

## Expert tip

In order to further increase the long lasting freshness performance in Lenor's classic and premium line up, we introduced a long lasting freshness technology called Perfume Micro Capsules (PMC). This technology is based on microscopic capsules (microcapsules) filled with perfume added into the Lenor formula.

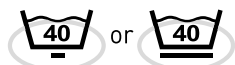


# Wash symbol guide

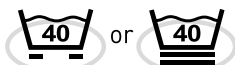
## Wash Symbols



No dashes means suitable for a high agitation/ drum action wash (e.g cotton).



One dash means suitable for a medium agitation / drum action cycle (e.g synthetic cycle).



Two dashes means suitable for a low agitation/ drum action wash (e.g wool cycle).



Not suitable for machine washing



Hand wash only

## Drying Symbols

Drying symbols consist of squares with various images inside them:



May be tumble dried



May be tumble dried on a normal heat setting



May be tumble dried on a delicate heat setting



Do not tumble dry

## Other Drying symbols



Hang dry



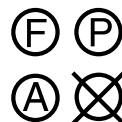
Dry flat



Drip dry is recommended

## Dry Cleaning

The dry cleaning symbol is a circle that usually contains a letter that refers to the solvent suitable for the fabric.



The letters in the circle indicate the type of solvent suitable for a garment and are for use by the dry cleaning specialist.



## Ironing Symbols



Hot – 200°C



Warm – 150°C



Cool – 110°C



Do not iron

## Chlorine Bleach

Chlorine bleach is used to disinfect toilets and sinks etc. It should not be confused with in-wash stain removers or the safe bleaches contained in Ariel. The chlorine bleaching symbol is a triangle. If you decide to use chlorine bleach liquid in your laundry always follow the clothes manufacturer's instructions.



Any bleach (when needed)



Bleach/non-chlorine bleach (when needed)



Do not bleach

# Taking care of your new washing machine

## Perform a monthly maintenance wash to avoid smells developing in your machine.

## Build up of bacteria

Smells in a washing machine can be caused by a build-up of bacteria and other deposits. Dirt removed from clothes can remain inside the washing machine creating an ideal breeding ground for bacteria. In the dark, warm and damp interior of washing machines, fast breeding bacteria can begin to release unpleasant smells. In extreme cases these smells are transferred to the clothes in your wash resulting in reduced freshness.



## Maintenance wash

A maintenance wash requires a hot wash (60°C - 90°C recommended) once a month with no clothes in the machine and with a bleach-containing detergent such as Ariel (ideally green box powder). Use a standard dose.

Other maintenance steps may be required as sometimes mould can appear on the rubber door seal (particularly under the rim) and this might not get washed off during your maintenance wash. All you need to do is to simply wipe around the door seal (inside and out) with a damp cloth, then run your maintenance wash as usual.

## Expert tip

Always check the fabric care label to ensure the suitability of the garment before using any of the treatments.

## Expert tip

Leaving your door and / or dispenser drawer slightly open between washes helps the machine to dry out, reducing any potential for bad smells to build up.

# Common laundry problems

## Why they happen and how to avoid them!

Your Quick Reference Guide...		
Common Laundry Problems	Possible Cause	Solution
 Poor Stain Removal Results	<ul style="list-style-type: none"> <li>Not treating stains quickly enough.</li> </ul>	<ul style="list-style-type: none"> <li>Any stain is more likely to be removed entirely if it is soaked in cold or warm water (depending on the stain) before it has had time to set.</li> </ul>
 Detergent Residues	<ul style="list-style-type: none"> <li>The washing machine is overloaded.</li> </ul>	<ul style="list-style-type: none"> <li>Leave a hand's width of space between the wash load and the top of the drum.</li> </ul>
 Colour Related Issues	<ul style="list-style-type: none"> <li>Colours can bleed if the wash temperature is too hot. Sometimes dyes can bleed even in very cold water.</li> <li>Incorrect sorting.</li> </ul>	<ul style="list-style-type: none"> <li>Always check the fabric care label for the manufacturer's washing recommendations.</li> </ul>
 Bobbling and Fading	<ul style="list-style-type: none"> <li>When cotton or cotton rich garments are washed and worn repeatedly the friction causes fibres to break, leaving 'bobbles' on the surface.</li> </ul>	<ul style="list-style-type: none"> <li>Turning woollens and sweatshirts inside-out helps to prevent pilling.</li> </ul>
 Lack of Softness	<ul style="list-style-type: none"> <li>Overfilling fabric conditioner beyond the 'Maximum' indicator.</li> </ul>	<ul style="list-style-type: none"> <li>Never fill beyond the 'Maximum' indicator. If you do fill beyond the 'Maximum' level indicator, this triggers immediate release of the fabric conditioner, which means it will interfere with how well the detergent cleans. As a result, you won't get any of the benefits of using a fabric conditioner.</li> </ul>
 Removal of Odours	<ul style="list-style-type: none"> <li>Dirt removed from clothes can remain inside the washing machine creating an ideal breeding ground for bacteria.</li> </ul>	<ul style="list-style-type: none"> <li>Carry out regular hot maintenance washes every 4-6 weeks. (60°C - 90°C recommended without clothes and with a bleach containing detergent).</li> </ul>

# Top tips for smarter laundry



## 1. Sorting.

Some dyes can bleed, even in cold water - avoid potential laundry disasters by separating your washing into whites, light coloureds, dark coloureds and delicates.



## 2. Loading.

Overfilling the machine with too much washing can lead to detergent residues on your clothes at the end of the wash - leave a gap the width of your hand between the top of the drum and your wash load.



## 3. Treat stains as quickly as possible.

Remember any stain is more likely to be removed entirely if it is soaked in cold water before the stain has had time to set in. Ariel Stain Remover will also help with these problems.



## 4. Keep whites really white.

Ariel powders (except Colour variants) all contain bleach, they are great for your whites.



## 5. Avoid colours fading.

Ariel Liquids and Liquitabs have no bleach, they are great for coloured loads - especially the Colour & Style variants.



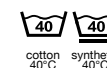
## 6. Look after your delicates.

Some protein based enzymes in most normal detergents (i.e. which are not designed, or sold as suitable, for delicates) can damage wools and silks, use a specialist detergent without them. Furthermore use Electrolux washing bags to protect your delicates from wear and tear during washing. They are also great to keep small items together.



## 7. Dosing.

When deciding on how much detergent to use, remember to think about (i) how big your load is, (ii) how much soil there really is (remember there's usually a lot more than you can see!) and (iii) which water hardness area you live in.



## 8. Help your favourite clothes look great for longer.

Use the right wash cycle and temperature based on the fabric care label.



## 9. Fabric Softeners

do a lot more than simply making your clothes smell great and feel nice and soft. They can reduce drying time, make ironing easier, protect colours and decrease static cling!



## 10. Avoid a smelly washing machine.

Run a regular maintenance wash - 60-90°C wash cycle, with no clothes in the machine, and with a bleach containing detergent like Ariel powder (green box) every 6-8 weeks, or as necessary.

As with all household products, keep all detergents out of reach and away from children.